

MELINE ROSALES

CONTACT

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🏠 New York, NY

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in /MelineRosale

SKILLS

Premiere, InDesign, Photoshop, Illustrator, After Effects

Collaboration, Communication, Creative Problem Solving,

Leadership, Multi-tasking, Project Management

Branded Content, Social Video

Lighting for Theater, Live Event Technical Directing

Familiar with Sony + Canon cameras

VOLUNTEER

31st Ave Open Street Collective:
Creating community in western Astoria by turning a busy street into a weekend pedestrian oasis

NYU Tisch School of the Arts:

Teaching Assistant for high school filmmakers workshop

EDUCATION

NEW YORK UNIVERSITY

Tisch School of the Arts
BFA Film & Television Production

Minors: Business of

Entertainment Media &

Technology • Child & Adolescent

Mental Health • Producing

County College of Morris

Associates in Business Administration

EXPERIENCE

INSIDER

Facebook Reels Producer | Jan 2023-Present

- Produces at least 10 short form vertical videos per week, including original content, archive re-cuts, and a mix of both by rewriting and recording video voice-over
- Videos garner an average of 500,000 views per video on Facebook, 850,000 on YouTube and cross perform well on TikTok

Snapchat Producer | June 2021 - Jan 2023

- Pitch, storyboard, script, shoot, and edit quick-turn lifestyle content that targets the Gen-z / Millennial audience
- Research, interview, and coach content creators to shoot video that fits Insider standards
- Direct in-studio, in-field, and remotely-shot videos
- Balances multiple projects with overlapping timelines, collaborating between internal and external teams

BUSTLE DIGITAL GROUP

Post Production Coordinator | Dec 2019 - June 2021

- Implemented new workflow for CoVid 19, improving team efficiency and project management
- Aided Post Supervisor in assigning editors to projects, setting timelines, and ensuring project deadlines were met
- Edited long and short form branded and editorial projects
- Assisted with audience development across YouTube, Facebook, owned and operated site publishing at least 4 videos weekly using SEO best practices

Assistant Editor | Feb 2019 - Dec 2019

- Enhanced team productivity by setting up projects for editors: syncing footage, pulling selects and creating string-outs
- Handled all ingesting, archiving and organizing of footage
- Lead editor for "Bustle Cuts" junket series

Digital Media Fellow | Sept 2018-Feb 2019

- Managed talent releases, cost tracking and prop sourcing
- Conducted research for client's video briefs
- Sourced talent, crew, and locations for shoots as needed

REFINERY 29

Production Assistant | Aug 2017-July 2018

- Tracked talent releases and expenses
- Aided in programing Snapchat publish schedule in Asana
- Supported producers in pre-production, scripting and casting